

“VERB.™ PONTE LAS PILAS.™” BRAND BACKGROUNDER

An overview of “VERB. Ponte las Pilas.”

“*Ponte las Pilas* (get moving” in English) is the Spanish-language brand of the CDC “*VERB. It’s what you do*” Youth Media Campaign. The YMC is an integrated, national, multicultural campaign intended to promote positive physical and prosocial (organized group) activity and displace unhealthy, risky behaviors among 9- to 13-year-olds, also known as “tweens.”

Creating a Relevant Brand for the Hispanic/Latino Market

The CDC is working closely with GarciaLKS360°, a San Antonio-based Hispanic advertising firm, to develop national Hispanic/Latino outreach efforts. The collaboration is committed to developing communications that the Hispanic/Latino community can culturally and linguistically relate to and embrace.

The “*Ponte las Pilas*” brand tagline complements the general market “It’s what you do” tagline—both encourage action. The brand tagline was tested among target audiences and selected after scoring very high among test subjects. According to Erika Prosper, account director at GarciaLKS 360°, generations of Hispanic/Latino parents have been encouraging their children to “*Ponte las Pilas*,” a loving reminder to get moving. This familiar colloquialism now serves as the Spanish-language call-to-action for the CDC’s VERB Youth Media Campaign.

“*Ponte las Pilas*” will be incorporated into the Hispanic/Latino advertising, marketing, and communications branding efforts for the VERB Campaign. This will include TV and radio spots, public service announcements, promotional items, and other forms of communications.

According to Faye L. Wong, director of the CDC’s VERB Youth Media Campaign, the rich diversity of the Hispanic/Latino community makes creating effective, relevant communications a fine art. That is why the CDC is working closely with GarciaLKS to develop messaging that the Hispanic/Latino audience can easily relate to. Because the Spanish phrase is already used to motivate, the ‘*Ponte las Pilas*’ tagline will help the Hispanic/Latino audience quickly understand the intent of “VERB.”

The first Spanish-language advertising and marketing efforts using the new tagline aired in October 2002 on national Spanish TV and radio and appeared in print ads.